FSC-135-B

ROU Brief - 8/5/98

For: AVP/RSM/RBM/ROM/KAM/AM/DM/RM/AE/MC/PC/PRC/SC

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RETAIL PROGRAMS

➡ ***September Workplan Brochure***
(Contact: Evan Toulon, #6316)

- September workplan brochure that included DORAL's September Price Check Jackpot was mailed directly to Field Sales on Monday, August 3.
- Since DORAL maintains only a one month period as the Primary Emphasis Brand, and this is the first corporate attempt at an equity overlay around planned discounting, it is critical that all program elements are understood and executed timely and properly.

SYSTEMS

➡ ***Spread Maintenance in TPS***
(Contact: Leslie MacPherson, #7835)

- AFMs now have the ability to perform spread maintenance in TPS.
  - If you have spread a voucher in error or incorrectly, please contact you AFM

TRADE MARKETING

➡ *Trade Direct Marketing Mailings*
(Contacts: K Wadia, #7004 and Dick Luongo, #6110)

- Due to printing costs, smaller mailout quantities for Trade Direct Marketing Programs may require alternate mailing formats, i.e.: standard/off the shelf vs. custom announcements, postcards with coupons vs. rollfolds for Bonus Partners, etc.
- Prior to committing to any new program mailings please consult with K Wadia (#7004) or Dick Luongo (#6110) for mailout quantities, which will determine the mailing format.

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